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ABSTRACT

One of a series on library services to disadvantaged adults, this guide explains the advantages of pamphlets for a public library collection. Pamphlets provide easily read, up-to-date information at little cost. Several bibliographies and magazine columns regularly list free and inexpensive pamphlets. Collections of these booklets can be placed throughout the community, preferably in special display racks. They can be given away or circulated according to the library's resources. (PF)

LIBRARY SERVICE GUIDES

USING PAMPHLETS

WITH DISADVANTAGED ADULTS

U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

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*Appalachian
Adult
Education
Center*



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Preface

This guide is one of a series on library services to disadvantaged adults. The purpose of the series is to explore alternative ways public libraries can expand services to this special group.

Each guide attempts to recognize the differences among public library budgets, staff size and training, and the differences among the communities libraries serve. Each guide deals with a particular service and, where possible, suggests several alternative ways the library can provide that service to disadvantaged adults. The library, then, can and should further adapt the suggestions to fit the resources and needs of its local community.

The guides combine (1) a thorough search of the library literature; (2) the knowledge of professional librarians, who wrote many of the guides and evaluated the entire series; and (3) the experience of the Appalachian Adult Education Center (AAEC) in designing interagency educational programs for disadvantaged adults

The AAEC has worked with state, regional, and local public libraries in seven states in projects funded by the Bureau of Libraries and Learning Resources of the U.S. Office of Education. In one project, four urban and three rural centers demonstrated ways public libraries and adult basic education programs could improve their services to disadvantaged adults by coordinating efforts in reader guidance, recruitment, library orientation, community referral, and in the selection, use, and delivery of materials. The AAEC also conducted institutes in local public libraries in seven states in designing and implementing library services for disadvantaged adults.

Work on those and other projects led to three conclusions, upon which the guides are based: (1) that undereducated adults need information and services to help solve problems; (2) that the public library can meet those needs through adjustments in procedures and interagency cooperation; and (3) that the materials and services required for disadvantaged adults are useful and useable to all adults.

APPALACHIAN ADULT EDUCATION CENTER

**Public Library Training Institutes
Library Service Guide No. 3**

USING PAMPHLETS WITH DISADVANTAGED ADULTS

by

Susan K. Schmidt

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Morehead, Kentucky
Revised, May 1974**

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DEFINING THE TERMS

ABE—adult basic education, instruction in academic and coping skills to the level of high school equivalency for out-of-school adults sixteen or older.

Coping skills—the abilities to (1) perceive an everyday problem as an information need; (2) locate information on the problem; (3) process and retain the information; and (4) apply the information toward solving the problem

Coping skills materials—materials with information in daily life problem areas such as housing, health, child care, employment, and finances

Disadvantaged adult—a person sixteen years old or older who is out of school and (1) reads below the tenth grade level, or (2) whose income is below poverty level

Pamphlet—a small, informative, unbound print publication

INTRODUCTION

Why?

All adults need information, particularly information that touches on their adult problems and responsibilities. Disadvantaged adults, in particular, need this kind of information, and they need it in an accessible, digestible form. The public library can provide alternative sources of information to help the disadvantaged adult develop coping skills: pamphlets are one of the most useful forms for providing that information.

Slow or new readers are more likely to get information from pamphlets than from other forms, because pamphlets are generally

- easy to read
- easy to handle
- short and concise
- colorful or illustrated
- an easy introduction to print
- less frightening than a hardbound book

<p>Pamphlets are useful in providing coping skill information to disadvantaged adults because pamphlets can provide</p> <ul style="list-style-type: none"> • practical how-to-do-it information • up-to-date information • nontechnical explanations • information on the needed aspect of a broader topic • specific answers to specific questions • alternative solutions to a specific problem • alternative sources of coping skill information <p>For the library, pamphlets are</p> <ul style="list-style-type: none"> • available from many sources • free or inexpensive • easy to display • easy to circulate <p><i>The library's public service staff can review the alternatives for obtaining.</i></p>	<p>Who?</p>	<p>displaying, and circulating pamphlets for disadvantaged adults.</p> <p><i>Wherever the library serves disadvantaged adults: in a central facility, on bookmobiles, by mail, in adult basic education classes and learning centers, in deposit collections in the community, in offices of agencies which serve disadvantaged adults.</i></p>
	<p>Where?</p>	<p>While plans are being made for expanding services, or when a new budget is being drafted, are good times to consider adding pamphlets and equipment for displaying them.</p>
	<p>How?</p>	<p>Pamphlets can be used in many different library service programs. The following sections suggest some of the ways libraries can use pamphlets effectively in serving disadvantaged adults. The first section lists some possible sources of pamphlets. The second section considers places, methods, and equipment for displaying pamphlets. The third section discusses circulation and distribution of pamphlets.</p>

PAMPHLET SOURCES

Banks, insurance companies, foundations, government offices, businesses, and agencies serving disadvantaged adults are all possible sources of pamphlets. Other sources are bibliographies, magazine columns, and government and special interest publications.

Bibliographies

Each of the following bibliographies lists free and inexpensive pamphlets by subject, with source, price, and reading level.

Educators Progress Service Inc.
Randolph, Wisconsin 53956

- *Educators' Guide to Free Guidance Materials*. Annual. \$7.50
- *Educators' Guide to Free Health, Physical Education and Recreation Materials*. Annual. \$8.00
- *Educators' Guide to Free Science Materials*. Annual. \$8.25
- *Educators' Guide to Free Social Studies Materials*. Annual. \$9.50

Free and Inexpensive Learning Materials.
15th ed. 1970.

Division of Surveys and Field Services
George Peabody College for Teachers
Nashville, Tennessee 37203. \$3.00

<p>Magazines</p>	<p>President's Committee on Consumer Interests. <i>Consumer Education: Bibliography.</i> For sale by Superintendent of Documents. 65 cents.</p> <p>These magazine columns regularly list free or inexpensive pamphlets.</p> <ul style="list-style-type: none"> ● <i>Booklist.</i> "Free and Inexpensive Materials." ● <i>Good Housekeeping.</i> "Booklets Worth Writing For." ● <i>Library Journal.</i> "Items of Interest." ● <i>Publisher's Weekly.</i> "Pamphlet Listings." ● <i>Wilson Library Bulletin.</i> "Write for These." 		<p>The <i>Public Affairs Pamphlet Series</i> is a series of usually easy to read pamphlets covering a wide range of coping skill information. A catalog is available from Public Affairs Pamphlets, 381 Park Avenue South, New York, New York 10016. Costs range from 15 cents to 50 cents.</p>
<p>Other Sources</p>	<p>Government publications often contain good coping skills information. <i>Selected U.S. Government Publications</i>, issued by the Superintendent of Documents, U.S. Government Printing Office, Washington D.C. 20402, contains annotations of many pamphlets (as well as books) with important coping skills information. Most of the materials are inexpensive: costs range from 25 cents to \$15.15.</p>		

PAMPHLET DISPLAYS

Pamphlets can be displayed on tables, in racks, in the library and in the community. Wherever and however they are displayed, pamphlets should be conspicuous and attractive to encourage disadvantaged adults to use them.

Places for Displays

Some possible places for display are:

- In the library
 - near other coping skills materials
 - near the circulation desk or counter
 - in a reading room
 - in the foyer
 - in a browsing corner
 - in the rest rooms
- On the bookmobile
- In deposit collections
- In agencies that serve disadvantaged adults
- In banks
- In stores
- In waiting rooms of bus depots, train stations, and doctor's offices
- In adult learning centers
- With materials sent to ABE classes

Methods and Equipment for Displays

There are many effective ways to display pamphlets to encourage disadvantaged adults to use them. The most important consideration is that pamphlets be displayed "face up" and accessible to patrons. Disadvantaged adults, particularly, need accessible, attractive displays that show that the materials are there to be touched, read, and used.

A vertical file, while convenient for the librarian who must store and keep track of the pamphlets, is not useful to the disadvantaged adult who needs information but does not know where to look and may be too timid to ask. A vertical file, arranged by coping skill category, can be used to store extra or outdated pamphlets, but pamphlets to be used by clients should be displayed openly.

Disadvantaged adults are also unlikely to use pamphlets that are either stored in boxes or shelved along with hardback books. They will respond to open pamphlet displays on tables or racks.

One way to display pamphlets is to spread them out on a table in a conspicuous place. To keep the table from looking too cluttered, it is a good idea to limit the display to one or two coping skills subjects at a time. The subjects should be changed frequently.

Display Tables

Display Racks

and the choice of subjects can depend on the information needs of the library's community. Each pamphlet can be labelled by coping skills category.

Display racks have several advantages:

- Racks keep pamphlets neat and attractive to users.
- They can separate pamphlets by coping skills categories for easy retrieval.
- Large racks can display a large number of pamphlets.
- Small racks can be placed in different locations throughout the library.

Display racks are available in various sizes, designs, and costs. If the library cannot afford a commercial rack, a cardboard or handmade rack will serve the purpose.

Display racks for paperback books make excellent display racks for pamphlets. Distributed by publishing companies, the cardboard racks are usually thrown away or mailed back to the publisher after the books are sold. A local paperback

wholesale dealer or book-store owner may be willing to give used racks to the library.

The Library ABE project director in Floyd County, Kentucky, made a pamphlet display rack for the bookmobile for about \$12.00. The rack consisted of a large sheet of one-fourth inch plywood nailed to the checkout counter on the bookmobile. The shelves were one-half inch thick plywood strips nailed at a 45 degree angle across the length of the rack. Smaller pieces, placed as dividers, separated the pamphlets on the shelves. A piece of wire stretched across the back of each shelf kept the pamphlets from falling off. (For a more complete description of the rack, write to Roland Jones, ABE-Library Project Director, Floyd County School System, Prestonsburg, Kentucky 41653.)

If the library budget allows for purchasing new equipment, a pamphlet display rack is a useful investment. The catalogs of library and office suppliers show a variety of styles and sizes, so each library should be able to find a rack to suit its own needs and budget. Pamphlet racks in the catalogs may be listed under such names as "Literature Organizer." A greeting card rack, paperback book rack, or magazine rack

will sometimes make an excellent pamphlet rack.

The following is a list of some suppliers, with examples of the kinds of racks available from each. Racks come in three styles: large free-standing floor racks, small table or counter-top racks, and wall racks.

● **Butler Industries**
637 Central Avenue
East Orange, New Jersey

The greeting card rack can be used as a pamphlet rack. It is made of metal about two feet high and can sit on a table or circulation desk. It costs about \$4.00. (Model number C793B)

● **Gaylord Brothers, Inc.**
Box 61
Syracuse, New York 13201

There are several kinds of displayer/browsers made by the Mar-Line Displays Inc. which are available through Gaylord Brothers.

Commercial Racks

TABLE TOP RACKS

WALNUT TABLE RACK



MBD2 counter unit (3 shelves).

6 dividers \$26.00
 et graved nameplate +\$3.50

WALL RACKS



COUNTER/WALL RACKS

CW1 4 1/2" I.D. 1 piece capacity \$4.25 each (6 minimum)
 CW2 9" I.D. 2 pieces capacity \$6.25 each (6 minimum)
 CW3 13 1/2" I.D. 3 pieces capacity \$8.25 each (3 minimum)
 CW4 18" I.D. 4 pieces capacity \$10.25 each (3 minimum)

FREE-STANDING FLOOR RACKS

MM2/M LITERATURE MERCHANDISER



Base, pole, top for 2 poster sides, 1 poster,
 2 headers \$95.00

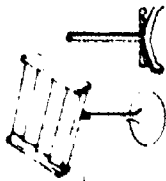


2 shelves, back panel, 6 dividers,
 additional per side \$47.00



3 shelves, back panel, 9 dividers,
 additional per side \$55.00

W4/M LITERATURE MERCHANDISER



Base, pole, top with 16 dividers
 "Information Center" copy \$129.00
 (specify trumpet base or 4 footed base)

W4/ML

As above with larger shelf capacity.
 \$149.00
 (specify trumpet base or 4 footed base)

CM2/M LITERATURE MERCHANDISER

Base, pole, 3 poster frame top,
 3 headers, 1 poster \$195.00



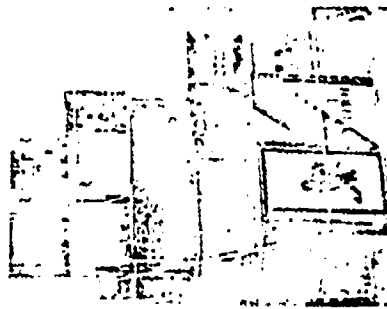
Formica back panel, 3 literature racks,
 9 dividers, additional per side
 \$59.00

● Highsmith Company, Inc.
P.O. Box 25
Fort Atkinson, WI 53538

TABLE OR COUNTER TOP

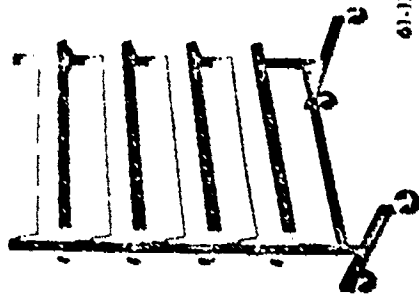
PAMPHLET RACK

Fifteen 4 1/4" w, 1 1/2" d
pockets display pam-
phlets, paperbacks,
maps. Tan enameled
wire. 22" h, 15" w,
9 1/2" d. 61-152 .. \$8.75
3 or more, \$8.29 ea.



61-152

FREE-STANDING FLOOR RACKS



61-179

DOUBLE-FACED FREE-STANDING UNITS, 60" HIGH

Model No.	Type of shelf	No. of Shelves	Width	Price
61-178	Magazine	8	36"W	\$103.00
61-180	Magazine	8	42"W	125.00

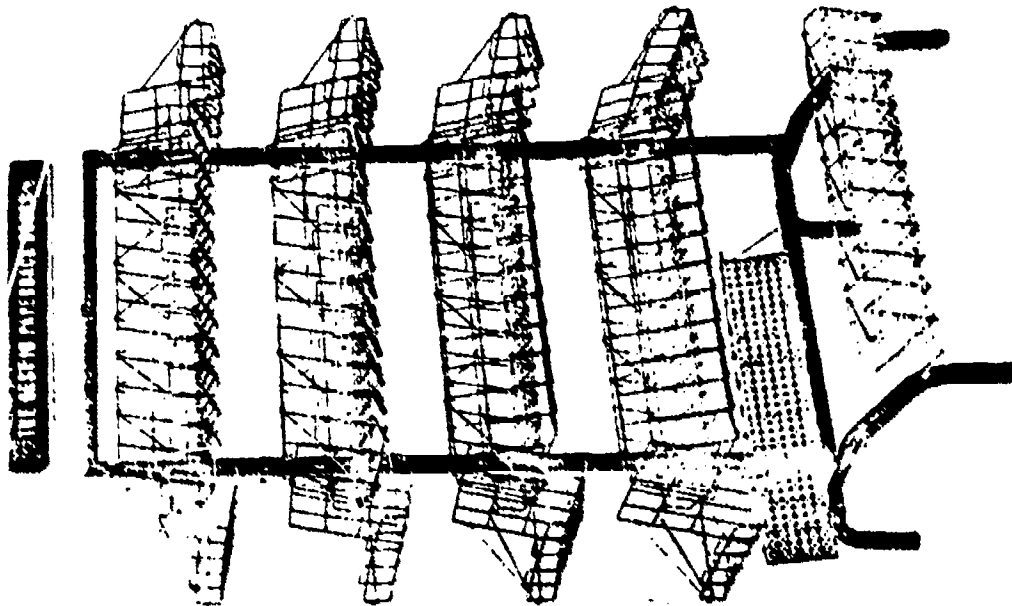
ROLL-AWAY UNITS

Model No.	Price
61-179	\$118.50
61-181	141.50

SINGLE-FACED

Model No.	Type of Shelf	No. of Shelves	Price
61-220	36" Magazine	4	\$64.00
61-221	42" Magazine	4	75.00

● Nashville Display
Manufacturing Company
Box 491
Nashville, TN 37202



Model No.	Description	No. of Shelves
GPM-20	Double Wide	20
Shelf Finish	Weight	Price
Black	90½ lbs.	\$74.18

PAMPHLET DISTRIBUTION

Give Away or Circulate?

Giving Pamphlets Away

The library must decide the best way to distribute pamphlets: to give them away, to circulate them, or both. Here are some things to consider before deciding.

There are advantages to giving them away:

- The patron has the pleasure of keeping and owning the pamphlet.
- The user is more likely to share pamphlets with friends, neighbors, and family.
- The library can get multiple copies of many free and inexpensive pamphlets.
- Circulating them may not be worth the expense in staff time.

If the library does decide to give pamphlets away, remember to

- order in bulk
- regularly reorder replacement copies
- keep track of popular subjects and titles to know what to reorder
- keep at least one copy of each title for reference work

Circulating Pamphlets

The library may decide to circulate pamphlets because

- circulation cards provide a record of popular titles.
- the library may not be able to buy pamphlets in bulk.
- the library may not have a large collection of pamphlets to give away.
- the library may not have facilities for duplicating pamphlets.

There are three other considerations in deciding to circulate pamphlets:

- The librarian should point out to the user that the materials are his or hers for the allotted time. This will encourage the user to feel a temporary sense of ownership, and to handle the materials carefully.

- The library should not send overdue notices or charge overdue fines. Most disadvantaged adults cannot afford to pay fines, and may be alienated from the library by overdue notices.

- Due dates for pamphlets should be the same as for books. This simplifies things for the user.

- The library will have to decide how to keep track of the pamphlets in circulation and what records to keep. If the library already has a circulation system for pamphlets, it may only be necessary for the librarian or circulation clerk to help undereducated patrons with filling out the library's circulation forms.

If the library does not have a circulation system, here are three possible methods. The kind of charge slip used depends on the information the library wants to record about the pamphlets being taken out.

- Pamphlets can be treated as miscellaneous material, with the charge slip showing the borrower's name, date due, and the number of pamphlets taken out. The same card can be used again.

NAME	No.	Date Due
<i>Fitch</i>	<i>3</i>	<i>8-1-73</i>
<i>Hampshire</i>	<i>7</i>	<i>9-9-73</i>
<i>Sue Jones</i>	<i>1</i>	<i>10-7-73</i>

- If a borrower has a small book or pamphlet, it can be put in a pocket or a small envelope.

- Some pamphlets are so small that there is not room for a pocket.

- The lifetime of a pamphlet is so short that it is not practical to paste on a pocket.

Because pamphlets are small and several can be checked out at a time, large envelopes should be provided to carry them. There are envelopes that are made for this purpose. If the library does not want to buy new envelopes, old mailing envelopes can be used.

The name of the borrower, the due date, and the number of pamphlets checked out should be on a prominent place on the outside of the envelope. This will help the patron gather the pamphlets together when he is ready to return them, and will help the librarian to check in the material quickly.

Checking Pamphlets Out

Name	Subject	No.
	<i>Yacht racing</i>	<i>1</i>

- The borrower's charge slip can also show the titles being checked out. The library can use that information in reordering specific pamphlets.

18-13-23

Date Due

Name

TITLE

How to Make Out a Charge Slip
How to Make Out a Charge Slip
How to Make Out a Charge Slip

If putting the information on the outside of the envelope seems impractical, a date due card might be slipped in with the pamphlets. There is the danger, however, that this card will get lost.

Another way is to stamp each individual pamphlet with the date due. This will also help to know which pamphlets are in demand by the number of times it has been stamped.

SUGGESTED READINGS

The following articles and books are suggested for more information on pamphlets:

Ferguson, Ruth B., and Ferguson, Elizabeth. "Keeping Up with Pamphlets." *Library Journal*. 86:1642-44 (April 15, 1961)

Goldsmith, S. "Defense Rests: Don't Sell Pamphlet Collections Short." *School Libraries*. 18:17-18. (Summer, 1969)

Lieberman, S. "Vertical File Jobbers Do Exist." *RQ* 11:48-49 (Fall, 1971)

Lyman, Helen Huguenot. *Library Materials in Service to the Adult New Reader*. Chicago: American Library Association, 1973. pp. 515-516.

Miller, Shirley. "From Abacus to Zoos." *Library Journal*. 92:477-79. (December 15, 1967).

Miller, Shirley. *The Vertical File and Its Satellites, a Handbook of Acquisitions, Processing and Organization*. Littleton, Colorado: Libraries Unlimited, Inc., 1971.

Palmer, Julia Reed. *Read For Your Life*. Metuchen, NJ: Scarecrow, 1974.

Veitch, N.F. "Free and Inexpensive."
RQ 12:64-65. (Fall, 1972).

Wells, D.P. "Vertical Files Sources." *RQ*
10:150-5. (Winter, 1970).

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LIBRARY SERVICE GUIDES

1. Materials Selection for Disadvantaged Adults
2. Assessing Community Information and Service Needs
3. Using Pamphlets with Disadvantaged Adults
4. Deposit Collections of Special Materials for Disadvantaged Adults
5. Utilizing Volunteers in Expanding Library Services to Disadvantaged Adults
6. Books By Mail Services: Moving the Library to Disadvantaged Adults
7. Evening and Weekend Library Services for Disadvantaged Adults
8. The Library as a Community Information and Referral Center
9. Planning the Expansion of Library Services to Disadvantaged Adults
10. Working with Library Trustees to Expand Library Services to Disadvantaged Adults
11. Reader Guidance Services for Disadvantaged Adults
12. The Recruitment of Disadvantaged Adults: Effective Publicity
13. Conducting Tours to the Library for Groups of Disadvantaged Adults
14. ABE—What Is It?
15. The Relationship of Disadvantage to Library Services
16. In-service Training of Personnel to Serve Disadvantaged Adults
17. Adult Education in the Library: ABE, GED, CLEP, and the Open University
18. Book Talks: Encouraging Library Materials Usage by Disadvantaged Adults
19. Techniques for Teachers: Teaching the Application of Basic Skills to Everyday Life Problems
20. Displaying Materials for Disadvantaged Adults
21. Bookmobile Services: Moving the Library to Disadvantaged Adults
22. Expanding Library Services to the Elderly
23. Using Audiovisuals With Disadvantaged Adults
24. Expanding Library Services to the Institutionalized
25. Interagency Cooperation: The Public Library and Agencies that Serve Disadvantaged Adults
26. Adjusting School Libraries for Use by Disadvantaged Adults
27. Speakers Bureaus for Disadvantaged Adults
28. Maintaining Separate Collections of Library Materials for Disadvantaged Adults
29. Client Participation in Expanding Library Services to Disadvantaged Adults
30. The Role of the College Library in the Education of Disadvantaged Adults
31. Public Library Services to Young Disadvantaged Adults
32. Working with Elected Officials to Expand Library Services to Disadvantaged Adults

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